

Before the  
Federal Communications Commission  
Washington, D.C. 20554

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

In the Matter of	)	
2002 Biennial Regulatory Review—Review of the	)	MB Docket No. 02-277
Commission's Broadcast Ownership Rules and	)	
Other Rules Adopted Pursuant to Section 202 of the	)	
Telecommunications Act of 1996	)	
Cross-Ownership of Broadcast Stations and		MM Docket No. 01-235
Newspapers	)	
	)	
Rules and Policies Concerning		MM Docket No. 01-317
Multiple Ownership of Radio Broadcast	)	
Stations in Local Markets		
Definition of Radio Markets	)	MM Docket No. 00-244

COMMENTS OF HEARST-ARGYLE TELEVISION, INC.

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January 2, 2003

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To: The Commission

**COMMENTS OF HEARST-ARGYLE TELEVISION, INC.**

Hearst-Argyle Television, Inc. (“Hearst-Argyle”), by its attorneys, hereby submits these comments in response to the *Notice of Proposed Rule Making* (“Notice”), FCC 02-249, released September 23, 2002, in the above-captioned proceeding. Hearst-Argyle respectfully requests that (1) the newspaper/broadcast cross-ownership rule be repealed and (2) the television duopoly rule be significantly relaxed

**I. The Newspaper/Broadcast Cross-Ownership Rule Should Be Repealed**

The newspaper/broadcast cross-ownership rule should be repealed.<sup>1</sup> The evidence is compelling. The Commission has before it voluminous information on 31 existing

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<sup>1</sup> The Commission has folded its proceeding on the newspaper/broadcast cross-ownership rule in MM Docket No. 01-235 into the instant omnibus ownership rulemaking proceeding. Hearst-Argyle hereby incorporates by reference its comments (filed December 3, 2001) and its reply comments (filed February 15, 2002) previously filed in MM Docket No. 01-235.

newspaperbroadcast combinations reflecting the extent of viewpoint diversity that exists in those markets and the public interest benefits of cross-ownership, Hearst-Argyle submitted comprehensive, aggregate data on the diversity that exists in each of the nation's 210 DMAs,<sup>2</sup> and The Hearst Corporation, Gannett, Media General, News Corp., and New York Times Co. have provided the Commission with comprehensive listings of all media "voices" available in a wide variety of markets, from New York City (Market 1) to Albany-Schenectady-Troy, New York (Market 55), to Fort Smith-Fayetteville-Springdale-Rogers, Arkansas (Market 108), to Panama City, Florida (Market 159).<sup>3</sup> The record evidence demonstrates that there will be no harm to competition and no harm to diversity if the newspaperhroadcast cross-ownership rule is repealed. Moreover, there will be documented public interest benefits if the rule is rescinded.

One principle about which there can be no dispute is that if newspapers and television stations and radio stations inhabit separate and distinct product markets, then, by definition, a local newspaper and a local broadcast station are not horizontal competitors and, perforce, co-ownership cannot adversely affect competition in either product market. As the Commission itself has previously acknowledged, "[p]rohibition of . . . newspaper and television. . . cross-ownership would make little sense unless these different media were important substitutes for each other."<sup>4</sup>

In its earlier-filed comments, Hearst-Argyle analyzed existing economic studies on the substitutability of newspaper advertising and broadcast advertising.<sup>5</sup> No party has presented or

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<sup>2</sup> See Hearst-Argyle's Comments (filed Dec. 3, 2002), at Exhibit 1

<sup>3</sup> See Hearst-Argyle's Reply Comments (filed Feb. 15, 2002), at Table 1 (tabulating data submitted by parties).

<sup>4</sup> Amendment of § 73.3555 of the Commission's Rules Relating to Multiple Ownership of AM, FM and Television Broadcast Stations, *Report and Order*, 100 FCC 2d 17 (1984), at ¶ 29, *recon. granted in part and denied in part*, 100 FCC 2d 74 (1985).

<sup>5</sup> See Hearst-Argyle's Comments (filed Dec. 3, 2001), at 11-15. The economic literature examined by Hearst-Argyle included the following:

(continued...)

reported a persuasive economic study that calls into question the validity of the economic evidence adduced by Hearst-Argyle. The studies examined by Hearst-Argyle overwhelmingly conclude that newspapers, local television, and local radio are substitutes for one another for local advertisers and may be substitutes for one another for national advertisers; that television advertising is not a distinct antitrust market at the local level; that television stations lack market power to unilaterally increase advertising rates; that cross-media mergers will not create sufficient market power to lead to increased advertising rates; and that newspaper broadcast cross-ownership may bring benefits to both consumers and advertisers. In short, a review of current economic studies leads to the inescapable conclusion that there is *no* meaningful evidence of competitive harm should newspaper broadcast cross-ownership be permitted. Again, no party has demonstrated that these studies are flawed or that there are competent, persuasive economic studies concluding that *competitive* harm does or can result from cross-media joint ownership.

In conjunction with the current omnibus *Notice*, the Commission has released twelve media ownership studies. Of these twelve studies, two are particularly relevant to the competition aspect

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(...continued)

- Benjamin J. Bates, *Concentration in Local Television Markets*, 6 J. OF MEDIA ECON. 3 (1993)
- John C. Bustema, *The Cross-Elasticity of Demand for National Newspaper Advertising*, 64 JOURNALISM Q. 346 (1987)
- Robert B. Ekelund, Jr., George S. Ford, & John D. Jackson, *Is Radio Advertising a Distinct Local Market? An Empirical Analysis*, 14 REV. OF INDUS. ORG. 239 (1999)
- Robert B. Ekelund, Jr., George S. Ford, & John D. Jackson, *Are Local TV Markets Separate Markets?* 7 INT'L J. OF THE ECON. OF BUSINESS 79 (2000)
- Robert B. Ekelund, Jr., George S. Ford, & Thomas Koutsky, *Market Power in Radio Markets: An Empirical Analysis of Local and National Concentration*, 43 J. OF LAW & ECON. 157 (2000)
- James M. Ferguson, *Daily Newspaper Advertising Rates. Local Media Cross-Ownership, Newspaper Chains, and Media Competition*, 26 J. OF LAW & ECON. 635 (1983)
- Leonard N. Reid and Karen Whitehill King, *A Demand-Side View of Media Substitutability in National Advertising: A Study of Advertiser Opinions about Traditional Media Options*, 77 JOURNALISM & MASS COMMUNICATION Q. 292 (2000)
- Barry J. Seldon, R. Todd Jewell, & Daniel M. O'Brien, *Media Substitution and Economies of Scale in Advertising*, 18 INT'L J. OF INDUS. ORG. 1153 (2000)
- Barry J. Seldon & Chulho Jung, *Derived Demand for Advertising Messages and Substitutability Among the Media*, 33 Q. REV. OF ECON. AND FIN. 71 (1993)

of the newspaper broadcast cross-ownership rule. Both support repeal of the rule.

The study by Waldfogel attempts to determine whether *consumers* (not advertisers) substitute different media (television, radio, cable, satellite, Internet, and daily and weekly newspapers) for one another.<sup>6</sup> Waldfogel's study finds the following:

- clear evidence of substitution between the Internet and television, both overall and for news
- clear evidence of substitution between daily and weekly newspapers
- clear evidence of substitution between daily newspapers and television news
- some evidence of substitution between cable and daily newspapers, both overall and for news
- some evidence of substitution between radio and television for news
- some evidence of substitution between the Internet and daily newspapers for news
- little or no evidence of substitution between weekly newspapers and television
- little or no evidence of substitution between radio and the Internet
- little or no evidence of substitution between radio and cable

Some of Waldfogel's evidence derives from the finding that the tendency to use national media vis-a-vis local media increases as market size decreases, suggesting that, in smaller markets, Internet and cable serve as substitutes for newspapers, local television, and radio. The most relevant finding here is the clear evidence of substitution between daily newspapers and television. Such substitution indicates that newspapers and television should not be viewed as distinct markets. Waldfogel's conclusion is consistent with the previous economic studies examining substitutability among advertisers, and it supports Hearst-Argyle's contention that competition will not be harmed if the cross-ownership ban is repealed

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<sup>6</sup> See Joel Waldfogel, *Consumer Substitution Among Media* (Sept. 2002) (Media Ownership Working Group 2002-3)

The Bush economic study examines the substitutability of local newspaper, radio, and television advertising in the sales activities of local businesses.’ The study presupposes (logically) that a local business within a **DMA** will maximize its expected sales by selecting the optimal mix of local newspaper ads, local radio ads, and local television ads. The study finds weak substitutability between local media in the sales activities of local businesses. More specifically, it finds that there is *weak*, but statistically significant, substitutability between newspaper retail ads and local radio ads and also weak, but statistically significant, substitutability between newspaper retail ads and local television ads. The study finds no statistically significant substitutability between local radio ads and local television ads. In addition, the study finds that newspaper retail ads and local television ads are complementary inputs in the sales efforts of local businesses and similarly for local radio ads and local television ads. Like the Waldfogel study, the Bush study’s finding of substitutability comports with previous studies and supports repeal of the newspaper/television cross-ownership ban.

In the end, the calculus is simple. If newspaper advertising and broadcast advertising *are not* substitutes, then there would be and could be no harm to competition if the cross-ownership restriction were rescinded. Conversely, if newspaper advertising and broadcast advertising *are* substitutes, then, both (i) based on existing economic studies and (ii) due to the explosive growth in local media advertising outlets over the past quarter century, repeal of the cross-ownership restriction likewise would not and could not lessen or harm local competition.

With respect to viewpoint diversity, no meaningful *evidence* of actual harm to diversity has ever been submitted—by any party—in any of the **46** markets in which newspaper/broadcast combinations exist. In view of the voluminous filings made by certain opponents of repeal in connection with this long-running issue, it is difficult to imagine that evidence of actual harm to

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<sup>7</sup> See C. Anthony Bush, *On the Substitutability of Local Newspaper, Radio, and Television Advertising in Local Business Sales* (Sept. 2002) (Media Ownership Working Group 2002-10).

diversity would not have been submitted if such harm exists. The record before the Commission contains, on the one side, voluminous, detailed evidence of the great diversity of “voices” available in local media markets against, on the other side, speculative, conclusory arguments — unsupported by any real evidence — of the alleged harm to diversity if the newspaper/broadcast cross-ownership rule were repealed.

Hearst-Argyle previously identified in the nation’s 210 DMAs more than 17,000 local media “voices” for which there are 8275 separate owners.<sup>8</sup> On average, each DMA has 81 traditional media “voices” for which there are 39 separate owners. Thus, because the “average” DMA contains 39 separate owners of local media “voices,” were a newspaper whose circulation exceeds 5% to combine with a broadcast station, there would still remain 38 separate owners of local media “voices” in the DMA post-merger. Clearly, there could be no harm to local diversity if the newspaper/broadcast cross-ownership rule were repealed.

In addition, the one media ownership study released by the FCC that is relevant to the diversity aspect of the newspaper/broadcast cross-ownership rule also supports repeal. The Pritchard study<sup>9</sup> examined the content of the reporting coverage of ten cross-owned newspaper/television combinations in the last 15 days of the 2000 Bush/Gore presidential campaign.” The study ultimately found, in five of the cases, that the overall diversity of the coverage provided by the cross-owned television station was noticeably different than that of the newspaper. For the other five cases, the study found that the overall diversity was not significantly different between the two

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<sup>8</sup> These data were compiled as of November 15, 2001.

<sup>9</sup> See David Pritchard, *Viewpoint Diversity in Cross-Owned Newspapers and Television Stations: A Study of News Coverage of the 2000 Presidential Campaign* (Sept. 2002) (Media Ownership Working Group 2002-2).

<sup>10</sup> The ten markets and owners are Chicago/Tribune; Dallas/Belo; Fargo/Forum; Hartford/Tribune; Los Angeles/Tribune; Milwaukee/Journal; New York/News Corp. (Post); New York/Tribune (Newsday); Phoenix/Gannett; and Tampa/Media General.

media. The Pritchard study concluded, in short, that common ownership does not result in a predictable pattern of news coverage and commentary about political events among commonly owned media outlets. Moreover, there was no generalized evidence of ownership manipulation of the news among the media outlets studied. The Pritchard study therefore supports repeal of the cross-ownership ban because it shows that repeal will not result in the homogenization of news reporting in local communities. Commonly-owned media outlets can, and will, speak with independent editorial voices.

Although the accumulated evidence compels repeal, not relaxation, and certainly not retention, Hearst-Argyle previously thought it useful to the Commission to place Hearst-Argyle's "voices" data in a framework familiar to the Commission for comparative purposes, namely the *radio/television cross-ownership rule*, 47 C.F.R. § 73.3555(c).<sup>11</sup>

Hearst-Argyle does not advocate that a "voice count" test be applied to newspaperbroadcast cross-ownership. Nevertheless, it is instructive to examine, within the basic framework of the Commission's existing *radio/television cross-ownership rule*, the comprehensive "voice" data for the nation's 210 DMAs that Hearst-Argyle previously submitted. Such an examination reveals that only 9 of the smallest DMAs, out of the 208 DMAs which have at least one daily newspaper of general circulation," have fewer than 11 separately owned local media voices (as the Commission counts such voices for purposes of its *radio/television cross-ownership rule*) and, therefore, would not have at least 10 separately owned media voices post-merger were a newspaperbroadcast combination permitted. These 9 markets comprise just 336,070 households (0.3%) out of a total

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<sup>11</sup> See Hearst-Argyle's Reply Comments at 11-13

<sup>12</sup> Two DMAs, Presque Isle, Maine (205), and Glendive, Montana (210), do not have a daily newspaper of general circulation, and, therefore, in these two markets there obviously could be no newspaperbroadcast cross-ownership.



106,641,910 households nationwide.” In other words, using the voice test standards contained in the Commission’s radio/television cross-ownership rule, 199 markets—covering 99.7% of households—have sufficient viewpoint diversity to permit at least some level of newspaperbroadcast cross-ownership. A much greater degree of newspaperbroadcast cross-ownership would be permitted in 168 markets, covering 97.0% of households, since at least 20 separately owned media voices would remain in these markets following a local newspaperbroadcast merger.

This comparison is compelling. It demonstrates unequivocally that any purported harm to viewpoint diversity that opponents of repeal of the newspaperbroadcast cross-ownership rule claim would occur is purely speculative and is not supported by factual evidence. Measured against the the Commission’s only comparable cross-ownership rule, it is plainly evident that abundant viewpoint diversity will remain upon repeal of the newspaperbroadcast cross-ownership rule.“

The factual evidence is indisputable: Neither the diversity nor competition pillar of the newspaperbroadcast cross-ownership rule provides any foundation for the rule. The rule, therefore, should be repealed in its entirety

#### **11. The Television Duopoly Rule Should Be Relaxed Significantly**

The television duopoly rule has existed, in some form, for nearly 40 years. Although the Commission relaxed the rule slightly in 1999, the relaxation was confined to a handful of larger markets. Most medium and small markets (and even some large markets such as Baltimore and San Diego) are unable to benefit from the current rule. And it is in those markets, in particular,

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<sup>13</sup> Household data are from Nielsen Media Research for the 2002-2003 television season

<sup>14</sup> It should also be remembered that even for that tiny fraction of the nation’s population where the “voice count” test of the radio/television cross-ownership rule appears to foreclose a newspaperbroadcast combination, standard antitrust analysis would still apply and could prevent such a combination. Therefore, there is no need for a Commission rule of such limited applicability.

where the efficiencies and benefits of co-ownership, including the aggregation of resources for local news reporting, would be especially beneficial.

Moreover, in light of the decision in *Sinclair Broadcast Group, Inc. v. FCC*, 284 F.3d 148 (D.C. Cir. 2002), it is clear that the Commission's current "voices" test must be reconsidered. Therefore, this proceeding presents an opportunity to the Commission to redefine the current television duopoly rule so that competition may be sharpened among those television stations with the resources to compete most aggressively.

Given the D.C. Circuit's construction of Section 202(h) of the Telecommunications Act, both in *Sinclair* and in *Fox Television Stations, Inc. v. FCC*, 280 F.3d 1027, *on rehearing*, 293 F.3d 537 (D.C. Cir. 2002), it is apparent that this is not the time for the Commission to be timid in relaxing the duopoly rule. Because the "evils" of television duopoly have not been demonstrated — indeed, none of the twelve media studies released by the FCC suggests *any* harm would flow from relaxation of the rule — the Commission should consider permitting co-ownership of television stations except in all but the most egregious cases where there would clearly be harm to competition or material diminution of diversity.

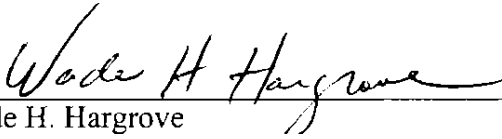
Hearst-Argyle looks forward to reviewing the comments of other parties in this proceeding, and, following that review, will submit specific proposals to the Commission on these and other issues in this proceeding.

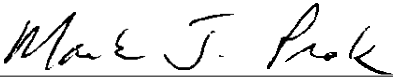
### **Conclusion**


For the foregoing reasons, as well as those set forth in Hearst-Argyle's previous comments and reply comments in MM Docket No. 01-235, the newspaper broadcast cross-ownership should be repealed and the television duopoly rule significantly relaxed.

Respectfully submitted,

**HEARST-ARGYLE TELEVISION, INC.**

  
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